

## Lans Truck Express Great "T" and "R" of S. S. transportation

"The great lap root of America's transportation system!"

These motor trucks express, the new way in transportation, and the objective of the famous "ship-by-truck" movement which has been heralded from coast to coast as the most notable forward step taken in many years in the interest of developing our country's prosperity.

"The great war taught us a lesson in transportation that will not soon be forgotten," said Mr. Firestone in a recent interview. "The railway situation was so desperate that the freight embargo was necessary. The congestion in freight yards and terminals was appalling."

"It was next to impossible for shipments to get through. Every day the holding priorities were handicapped greatly. As for the ordinary lines of business, they were crippled almost to the point of extinction."

"The motor truck to the rescue! Dozens of haulage companies were organized almost overnight, and shipments by motor truck, over distances hitherto considered impossible, became a regular occurrence."

"Up to that time the motor truck had been regarded as essentially a medium of short hauls, in cities. But now, under the strain of necessity, it leaped full fledged into the limelight of public attention, as a new and effective method of freight transportation. The railway situation was materially relieved."

"Finally the armistice was signed and the transportation situation cleared up gradually."

"Before the war the possibility of the motor truck competing with the railway had never occurred to truck owners. But when they found that they could operate truck lines successfully between cities of considerable distances, carrying both freight and passengers, and at a profit, they began to see a great light."

"The railroads also got a new angle on the situation. They knew that their revenue from short hauls was all out of proportion to that derived from long hauls. As a matter of fact, they had been operating at a loss on the short hauls. So as time passed they welcomed the truck companies more and more cordially as feeders for their lines."

"The motor truck companies are that and more. They are tapping sources of supply which were before inaccessible, bringing in new and better products to market, more quickly and more economically."

"The truck can penetrate into the very centers of production. Now that there is an effective motor transportation to the centers of distribution, the products will come in from the farms and orchards, minerals will be shipped from the mountain fastnesses, timber will be available from forest lands hitherto unreachable."

"Far-sighted business men everywhere have been watching the situation as it developed. Harvey S. Firestone, ardent advocate of good roads and keen student of national affairs, was one of the first to see the handwriting on the wall."

"The 'ship-by-truck' movement, fostered by Mr. Firestone, was the first active step in the interests of motor truck express. Its influence in behalf of the new way of transportation has been incalculable."

"Through it, thousands of communities have taken up the idea and the slogan—'ship-by-truck'—has become a word for national progress. In every state of the Union the 'ship-by-truck' movement has been taken up with enthusiasm."

"Ship-by-truck" is identified with many phases of the reconstruction period through which we are now passing. Highway improvement, the "back to the farm" movement, Uncle Sam's plan for parceling out farms for returned soldiers, efficient delivery of perishable farm products, elimination of lost motion on what the railroads call "short hauls"—leaving the railroads free to handle long distance freight more efficiently, and many other problems of transportation generally.

"Efficient motor transport must depend on good roads. This year will undoubtedly witness the greatest expenditure for good roads in the nation's history, probably aggregating in the neighborhood of \$600,000,000. One state alone has appropriated \$60,000,000 for this purpose."

**Farm Move Aided.**  
The "back to the farm" movement will unquestionably receive a tremendous impetus during the reconstruction period. During the past few years the farmer has been, relatively speaking, on "easy street" with the top prices he has been receiving on agricultural products of all kinds. Returning soldiers will not overlook the great possibilities in this field, especially since the motor truck lines will open new avenues of profit and bring the city stores to his very threshold."

And as for the soldier farmer, Secretary Lane's plan—which bears every promise of going through—will give him his start. The secretary proposes that millions of our doughboys and their families be given farms to be carved out of the public domain."

Said he: "I can see the making of a new America, a nation of farming communities and small industrial centers; for each will have its own creamery, cannery and other means of taking care of its surplus products. These centers must be tied together and made easy of access by good roads over which the most efficient method of transport will move goods to market."

The answer to this is the motor truck transport, and with this the soldier farmer as well as the civilian can be sure of real facilities for sending his products to market. For motor truck express service, as exemplified by the "ship-by-truck" movement, conserves man power, encourages intensive farming, facilitates the traffic between farmer, merchant and consumer, providing an easy method of supply and distribution."

At present, however, motor truck transport needs stabilization and placing upon a permanent basis. Just like many other industries in our national life. Especially do those lines of business which have developed in connection with the war period, need reforming."

**Records Differ.**  
During the war it was "anything or get it done." Motor truck lines were operated more or less efficiently and as a rule with great profit to the truck owners. The railroads could not begin to handle the shipments. Now all is rapidly drifting back to normal in the way of transportation."

If the motor truck express is to attain its real mission, and perform its real services in the national scheme of transportation, in a permanent way, it must be guided along business lines. That was the thought behind the "ship-by-truck" movement, as conceived by Harvey S. Firestone. He believed thoroughly in the great utility and its wonderful mission of usefulness, developed upon a business basis."

During the war it was the motor truck express performances the country over differed as to facts of conditions and cost of operation. It was apparent that a record of accomplishment in one section would not be a criterion for another section."

tion. Mr. Firestone selected a number of big trucks from his service fleet and has sent them out on trips over the country.

Perhaps the most notable expedition of this "ship-by-truck" fleet was the one recently completed by one section of this fleet through the South and East."

Dusty and travel-stained, these two big motor trucks returned to Akron, O., the other day with a record of 6,700 miles to their credit. In the interests of the "ship-by-truck" movement, advancing motor truck express—the great advanced idea in the history of transportation since the coming of the railroad."

The immediate goal of the expedition was a truck demonstration conference at Macon early in April. The fleet comprised the regulation over-ton truck, one shod with Giant pneumatic tires and the other mounted upon Giant

Pushing their way southward from Akron—one day hub deep in the mire and the next, with wind and rain alternating with blue sky and spring sunshine—the trucks made their way through the trip, riding on the big solids was well left, but on those occasions when the mud was just like a Pulman, said one of the crew."

**Have Great Time.**  
En route through Ohio the trip was without special incident, but down in "Old Kaintuck," in the mountain country of Tennessee, in "Alabama" and "Old Georgia" there were many little happenings which made the trip very enjoyable for the crew. The Firestone film division and sent a director and camera man along, with a "moving" camera, and they were kept busy with the trip. The trip was a continuous one, the people all along the way well-wishers, and the trucks were met by banquets and receptions everywhere in their honor."

Probably the real highlights of the Akron to Macon trip were the banquet given them at Nashville, attended by the city officials, the motor interests and the leading citizens; the reception, parade and public meeting at Atlanta; and the great parade and rural motor truck demonstration at Macon.

On entering Atlanta two brass bands and a delegation of 100 trucks, with thousands of citizens in line, gave them a vociferous welcome. United States army transport officers inspected the trucks, and in addition furnished a government band and escort for the parade. Public addresses and the filming of the occasion followed."

An interesting incident of the first day at Macon was a Firestone fire-changing contest in front of one of the newspaper offices, participated in by a number of popular society girls of Macon—Red Cross workers. A record of less than five minutes' time was made by the winning team, due to the effective combination of the new Firestone wheel design and the demountable rim. But the crowning feature was staged on the following day. Four trains of 50 trucks each had been organized and assigned routes radiating out 50 miles from the city."

Loaded to capacity, these trucks departed to deliver goods of various kinds to farmers along the road, picking up return loads of raw materials en route. This was the most impressive sight of the whole conference—the long train of loaded trucks, headed for the rural districts, while foreign cars contained perishable fruit and other shipments, where immediate delivery was important, stood on idling wheels waiting for orders, held up by congestion in the railroad yards, lack of engines and the thousand and one other phases of inefficiency in our present railroad system."

The motor trucks were moving the whole, delivering the goods—which was merely as it should be—and as it will be everywhere when motor truck express gets under full way. It was a very striking demonstration of the new way in transportation, as under actual operating conditions."

With a routing send-off, the "ship-by-truck" fleet left Macon for Savannah, intending to make its way north through the Carolinas to Richmond, Washington, Baltimore, Philadelphia, New York and back to Akron."

**Films Tell Story.**  
The films made in the Southern territory will tell an interesting and important story of hauling conditions in that section. Only moving pictures could convey any real idea of the many dangers and difficult situations encountered, such as streams which had to be forded, the mud-holes without number, which not only presented serious difficulties to travel, but imposed a tremendous strain upon both trucks and tires."

In addition, as they went along, the crew kept an absolutely correct record of the amount of oil, gas, and all else connected with the trip, in order to compile facts and figures wanted by the Firestone ship-by-truck bureau for the use of the public generally. This bureau has been quietly accumulating a vast fund of information, which will be at the disposal of the public through the local branches of the Firestone, where the bureau representatives will be stationed."

There were truck demonstrations and parades all the way back to Akron. It was surprising how much interest was manifested in "ship-by-truck" in such big cities as Washington, Baltimore and Philadelphia. Even New York city sat up and took notice. And the fleet was also very much in the limelight in big truck parades and demonstrations in Albany, Syracuse, Buffalo and Cleveland, as the caravan neared Akron."

There was a great welcome and much enthusiasm as the fleet rolled down the main street of the Rubber city, to report at the Firestone plant."

This trip was by all odds the most convincing demonstration of the feasibility of motor truck express ever staged. Other long distance truck runs—yes, but never under like conditions. Other test fleets—yes, but never before carrying capacity loads at all times."

"It was a wonderful trip," said Mr. Firestone, in charge of the fleet. "And the way we were received everywhere showed that 'ship-by-truck' is recognized as one of the greatest movements in the history of transportation. It is a safe bet that our loaded test trucks were received with more enthusiasm than any truck fleet that ever traversed the country."

"Everywhere people told us that we had opened their eyes to the real possibilities of shipping by truck, and everywhere we left behind us well organized 'ship-by-truck' associations, with truck routes planned in every direction."

But, wonderful as the record of these test fleets bearing the name of "ship-by-truck" appears, it is merely the next step in the great campaign of education which Mr. Firestone has undertaken, to make motor truck express a permanent institution and a recognized integral part of our transportation system."

The ship-by-truck bureau, centralized for the great clearing house of information for the shipping public, and localized by its many offices at the various "Firestone" branches, is the main objective which in Mr. Firestone's judgment will do more to develop the motor truck express than any other factor in its progress."

It is the work of this bureau as it is operated locally—and locally it will make its influence felt more especially at the start—to make it serve not merely as a clearing house of information, but will bring shippers and operators together on a basis of mutual profit."

Owners of trucks will be listed, and the names of these operators and their truck routes will be published regularly. Rates and the tonnage capacity of their trucks available will be on hand. Shippers will be put in touch with operators. Information as to return loads will appear through the bureau. Methods of handling shipments as far as possible in other sections will be suggested to local operators, with methods of arriving at accurate costs and reasonable rates. And so on—its activities will cover the whole field of the business."

Attached to the central bureau will be a department whose special function will be to conduct exactly the investigations and researches into the various economic phases of the new way of transportation. This information will

be compiled by experts—men who are prepared to back up every statement by solid facts. Every subject which will have a bearing on the new industry will be studied and the results will be focused upon the development of the motor truck express upon broad-gauged, substantial lines."

Some 40 local ship-by-truck bureaus have already been established. Their sphere of usefulness is extending rapidly. The Memphis bureau, although it has been opened only a short time, has already received many inquiries from shippers and motor truck operators. A number of new routes radiating out from Memphis from 50 to 100 miles and in some cases even farther, will shortly be in operation, according to the Firestone branch manager here."

"In the not far distant future," he said, "we may expect a vast network of intersecting motor express routes over the country, opening new avenues of commerce hitherto incapable of adequate development, enabling the farmer to market his products with speed, economy and greater profit—also affording consumers generally better food, in better condition and at better prices than formerly. All the facilities of the bureau are open to the public and we hope that everybody will feel free to make use of them."

**AUSTRALIANS IMPROVE TRANSPORTATION ROADS**  
An excellent idea of the effect of the improvement of highways upon the import and export trade is afforded by a report made recently to the bureau of foreign and domestic commerce by Mr. Magelssen, at Melbourne, Australia."

Mr. Magelssen prefaces a report on foreign markets for automobiles and motor trucks by a statement of the work now being done in highway construction by the Australian government. It is particularly interesting to note that special attention is paid to the maintenance while main roads are held under the jurisdiction of the government, as they will be in this country, when the Townsend measure for national highway system is passed. The report is as follows:

"Carrying out the provision of the country roads act of 1913, the government has undertaken to borrow a sum of 2,000,000 pounds (\$2,750,000), to be expended during a period of five years. The rate of 400,000 pounds per annum, for the construction of main roads, has been or will be gradually introduced into a state of good repair."

"The recent passing of the development act has made available the additional sum of 500,000 pounds (\$687,500) for expenditure within the next five years. Works provided for by this fund have only been commenced. The better roads should increase the demand for motor vehicles."

"The chief method of transporting goods from place to place in the cities is by horse-drawn wagons; but motor trucks are gradually replacing these. In the country transportation is mostly by railway, the lack of navigable rivers preventing water traffic. The railway system is state-owned."

"It is impossible to ascertain how many motor cars are used in this district, although the number is quite large. The majority of these are passenger vehicles. The United States is supplying most of the motor cars imported into this district."

24 calls were necessary to sell a man a truck are giving way. It takes less and less persuasion now with a well-known line such as the Bethlehem truck to land a sale, for, as I say, every man who has not one and every man of business that is already trucked is a customer. The day of the motor truck has arrived as we of the earlier days have seen it in the past, and now the demand is growing with the coming of peace to a scale that even the most optimistic never dreamed of a few years ago."

Dealers without prospects in the field of motor-truck selling nowadays are as rare as a fine day in spring through the eastern section of the United States. Not a business man, not a farmer, not a builder or excavator or follower of any one of 100 other professions, but that is a prospect, and even though the business house, the contractor or farmer has one or more trucks, he is still a prospect. Roy Davey, assistant general sales manager of the Bethlehem Motors corporation of Allentown, Pa., who has made a careful and painstaking study of the motor truck field covering many years, says in regard to the outlook:

"Any dealer or distributor of motor trucks will easily locate his prospects, and we of the Bethlehem Motors corporation make every endeavor to show our distributors and dealers ways and methods of finding the buyer. There is no reason at all today to say that prospects do not exist in any given field. They do exist, and it needs but an analysis of the field to show that. In every line of business they must be found, and in the motor truck business they will be found. The time is not far off when the motor truck will be the only mode of transport necessary to trade. Property of those who are using trucks is evident on every side. The successful merchant, the successful builder, the successful excavator and the successful farmer are either users of motor trucks or should be. Really successful men in all of these, and in many other fields, have secured their success through the use of the motor trucks. The sellers today must locate the man who wants to be successful, the man who has the qualities to be so, and then talk to him. He is the best prospect on earth. Some are so old-fashioned in their ways that they will stick to horse-drawn methods unless educated out of old-fashioned ways. It takes real salesmanship to sell these men, and in fact to sell motor trucks in any field, but they are being sold and the sales come easier every day now, for times have changed and the days when from 16 to

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## Motor Truck Versus Wagon

Distance, number of trips, load, cost per mile in hauling from farms to shipping points. Figures reprinted from monthly crop report, October, 1917, issued by the U. S. department of agriculture, Washington, D. C.

ITEM	Round Trip		Load		Cost of Hauling	
	Miles	No. Days	Corn Bu.	Wt. Cotton Bales	Per Ton per Mile	Per Ton per Mile
United States:						
Motor trucks, 1918	11.2	2.4	82	60	11	14
Wagons, 1918	7.6	1.4	25	45	29	28
Wagons, 1916	8.0	1.2	28	56	24	26
Wagons, 1906	9.7	1.2	29	55	24	19
New England:						
Motor trucks, 1918	10.0	4.5	82	60	11	14
Wagons, 1918	7.2	1.9	28	45	29	28
Wagons, 1916	7.6	1.4	25	45	29	28
Wagons, 1906	6.5	1.7	41	48	24	26
Middle Atlantic:						
Motor trucks, 1918	12.3	2.4	89	78	14	14
Wagons, 1918	7.9	1.3	42	57	32	29
Wagons, 1916	8.4	1.4	29	38	24	26
Wagons, 1906	9.9	1.2	35	42	21	24
South Atlantic:						
Motor trucks, 1918	9.8	4.0	45	57	19	18
Wagons, 1918	8.4	1.4	29	38	24	26
Wagons, 1916	8.4	1.4	29	38	24	26
Wagons, 1906	9.9	1.2	35	42	21	24
North Central, East:						
Motor trucks, 1918	9.3	4.8	61	50	11	9
Wagons, 1918	6.3	2.6	41	54	29	26
Wagons, 1916	7.0	1.9	49	48	18	18
North Central, West:						
Motor trucks, 1918	10.1	3.8	61	84	18	14
Wagons, 1918	7.9	1.3	42	57	32	29
Wagons, 1916	8.4	1.4	29	38	24	26
Wagons, 1906	9.9	1.2	35	42	21	24
South Central, East:						
Motor trucks, 1918	12.9	2.2	88	84	7	19
Wagons, 1918	10.4	1.9	29	38	24	26
Wagons, 1916	11.1	1.0	29	27	20	24
South Central, West:						
Motor trucks, 1918	13.0	2.9	57	72	6	15
Wagons, 1918	10.9	1.9	29	46	24	26
Wagons, 1916	12.6	1.9	29	38	24	26
Rocky Mountain:						
Motor trucks, 1918	21.0	1.2	48	70	34	29
Wagons, 1918	20.9	1.2	48	68	32	12
Wagons, 1916	16.8	1.7	49	69	16	20
Pacific:						
Motor trucks, 1918	12.3	2.9	71	105	20	17
Wagons, 1918	11.2	1.4	71	67	29	22
Wagons, 1906	11.5	1.1	40	76	28	21

with interest and sinking fund at the rate of 5 per cent per annum.

"A special fund has also been provided for the maintenance of highways, and the law provides that the state board shall apportion annually to each municipality the amount that it must expend for its purpose, the funds being paid by the state in the first instance, but one-half of the amounts ultimately to be refunded by the municipalities benefited."

"Some 6,800 miles of main roads have now been taken over by the board, and many miles of highway in addition have been or will be gradually introduced into a state of good repair."

"The recent passing of the development act has made available the additional sum of 500,000 pounds (\$687,500) for expenditure within the next five years. Works provided for by this fund have only been commenced. The better roads should increase the demand for motor vehicles."

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